



THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 8, No. 8

P. BALLANTINE & SONS

September, 1964

Ballantine Sponsoring Largest Pro-Football Radio-TV Coverage Ever

"Quarterback Clubs" Feature Fall Promotion

A double-barrelled thrust, designed to score more sales among the growing ranks of football fans while providing them with the most extensive coverage of their heroes yet, was unleashed by Ballantine this month.

The two key factors, in what shapes up to be the most ambitious fall promotion in Ballantine history, are the formation of "Quarterback Clubs" and the largest schedule of radio and television sponsorship of pro-football games in our long association with the sport.

Taking the latter point first, Ballantine this season is sponsoring play-by-play descriptions of New York Giants and Philadelphia Eagles

be on 13 television and 47 radio stations along the east coast, the Eagles will be seen on three TV outlets in the Pennsylvania area, the Patriots will be heard on radio in the Boston area, and the Atlantic Coast games, featuring the Newark Bears and Jersey City Giants, on WPIX-TV, New York.

The Quarterback Clubs are the main elements in our sales promotion plans for the fall. As such they take over where our catchy "Tote'm Home Plenty" promotion left off.

The clubs, complete with membership cards and lapel buttons, are informal "booster" organizations.

Ballantine sponsored "meeting notices" and point-of-purchase signs invite fans to attend "meetings" on the 50-yard line before their television or radio sets, or at their local taverns during the big football week-ends already in progress.

The beauty of the Quarterback Clubs is that they aren't limited to just pro football boosters. Club members can cheer for any team they desire, pro, college, semi-pro or whatever.

The important thing to us is that a recent survey shows that more than half of those watching football on television are frequent or heavy beer drinkers. We're hoping our heavy combination with football will make Ballantine their favorite brew.

EMPLOYEES' WIN BOND AWARD

The United States Treasury Department has notified Ballantine that "by virtue of its outstanding record of participation in the Payroll Savings Plan for U. S. Savings Bonds", the Brewery is entitled to fly the Treasury's Minute Man flag.

Presentation of a Minute Man Certificate to Ballantine, and appropriate ceremonies for the raising

of the Minute Man flag, are being arranged.

At the conclusion of the recent campaign to increase participation in Payroll Savings here, 52.1% were enrolled in the program, compared to 43.4% before the drive started. Ballantine employees now save more than \$19,000 a week, or over a million dollars a year, for U. S. Bonds.

tributed at last month's collection for the employees' blood bank. This was 25 pints more than the February collection, but still considerably lower than the average of 250 to 275 pints donated in the past.

Mrs. Hilda Kull, wife of Brewer Charles Kull, and Mrs. Mildred Kuehner, wife of Brewer Andy Kuehner, were among those aiding

last month's collection. They made their contribution at the Ballantine Memorial Center, headquarters building of the Essex County Blood Bank, in East Orange.

Our New York City Branch co-workers also held a blood bank collection last month. About 35 pints were donated.

Invitation To Tote'm Home Plenty



You're looking at 3000 cases of our "Flip Cap" bottles, the largest single display of our beer in Ballantine history. The scene, in a metropolitan area supermarket, was enhanced by the appearance of Miss Tote'm Home Plenty. Reception to our "flip caps" continues to be warm with delivery of the new package now extended to all our markets from Maine to Florida.

Charities Drive To Open Here

The once-a-year Three Ring Charities Fund Drive will get under way at the Brewery next month.

The drive, which is affiliated with the United Appeals campaign of Newark, Irvington, Belleville and West Hudson, has always been warmly supported by Ballantine employees. Rudy Munz of the Personnel Division is chairman.

Last year a total of \$51,748 was raised here for the 73 health and welfare agencies which benefit from the drive. Chairman Munz said this week, "I hope employees will continue their proven record of generosity this year. The agencies we assist need funds desperately if they are to continue their good work."

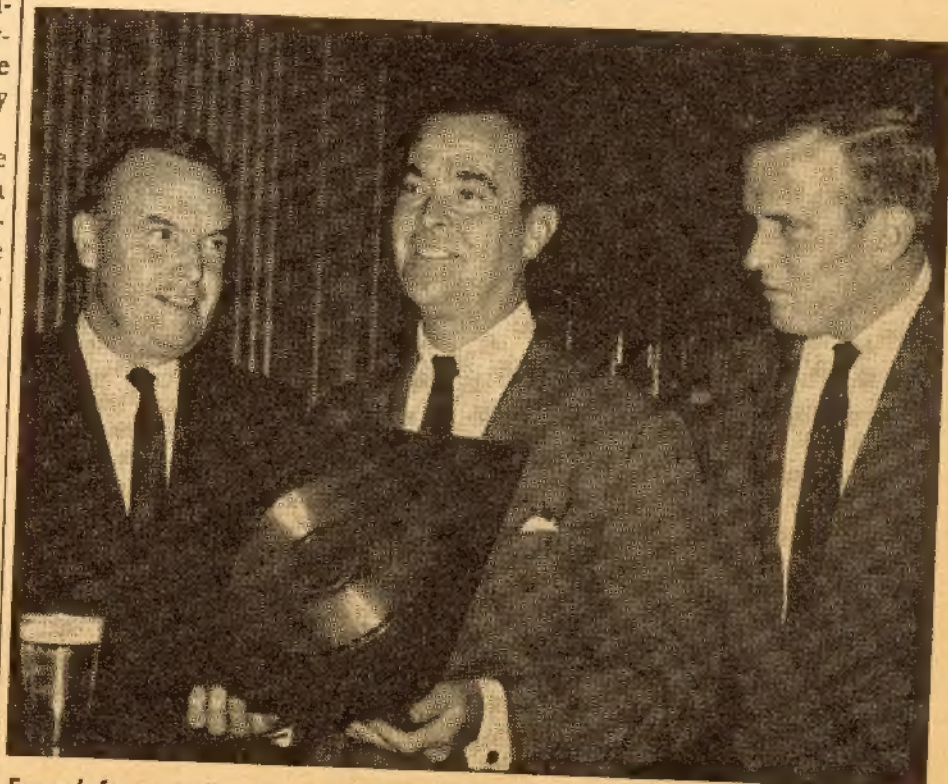
Ballantine's affiliation in the United Appeals campaign is with the Industry-Labor Division. A kick-off dinner for representatives of the entire division, which includes major concerns in the Newark area, will be held in our cafeteria on Monday evening, September 21.

Our Radio Commercials Win Gold Record

Edmund Bunker, President of the Radio Advertising Bureau, presented a Gold Record to Ballantine President John E. Farrell last month in recognition of the selection of our "You Get A Smile Every Time Campaign" as "one of the five most effective series of regional radio commercials."

The RAB had previously notified Advertising Manager Leonard B. Faupel, and our agency the William Esty Company, that the award was made on the basis of the high level of creativity of the commercials.

The selection itself was made by 300 broadcasting and radio executives.



From left are Ballantine President John E. Farrell, Radio Advertising Bureau President Edmund Bunker and Assistant Advertising Manager John Neale.

Two Blood Donors Give 25th Pint

Transportation's Ruth "Woody" Woodward, and Engineering's Andy Knapp, Ballantine's only three-gallon club blood bank members, donated their 25th pint at the two-day collection held at the Brewery last month. Both reached the three-gallon mark earlier this year.

A total of 193 pints was con-

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PINPOINTED . . .

Up The Ladder

Promotions in the news:

James Brennan from merchandising representative to draught salesman, N.Y.C. Sales.

Christopher C. Murray from merchandising representative to relief salesman, N.Y.C. Bottle Sales.

Donald Schmidt from merchandising representative to district sales representative, Keystone Division.

Ronald Reggio from relief salesman to salesman, N.Y.C. Bottle Sales.

Edward Rossi from draught salesman to distributor salesman, N.Y.C. Sales.

* * *

All-Number Calling Plan

The telephone company's new all-number calling plan of phone numbers has been put into effect in the Brewery area . . . our main number, MI 3-3000 is now 643-3000 . . . for calls from outside the local area the number to be dialed is: Area Code 201, Telephone 643-3000.

* * *

On Advisory Committee

Ballantine Chairman of the Board *Carl W. Badenhausen* has been named to the 32-member advisory committee for this fall's United Appeals drive in the Newark, Belleville, Irvington and West Hudson area . . . the Three Ring Charities campaign, conducted here at the Brewery, is affiliated with the U-A drive . . . Mr. Badenhausen's appointment was announced by Peter S. Barno, general chairman of the U-A campaign.

* * *

Good Catch

Bottle drivers *Patsy Barone* and *Lorraine Rible*, both avid fishermen, proudly exhibited last month one that "didn't get away", an eight and three quarter pound Fluke they caught while fishing off the Highlands at the Jersey shore.

* * *

Ending Term as National Commander

Market Research's *Joseph J. Kuhn* will end his term as National Commander of the National Association of American Balloon Corps Veterans when the organization holds its next reunion September 24-27 at the Hotel Manhattan in New York City . . . there are more than a thousand members in the organization . . . the Balloon Corps of World War I were counterparts of today's helicopter and reconnaissance planes . . . about 200 officers and enlisted men staffed each Balloon Company.

* * *

Parade Post

Sales' *Walter Bauer*, a volunteer deputy fire chief in Ridgely Park, and an honorary deputy chief in the New York City Fire Department, has been named vice chairman of the 100th anniversary parade of the N.Y.C. Fire Department to be held next May down Fifth Avenue . . . *Walter* was appointed by Fire Commissioner *Edward Thompson* . . . his duties will include coordinating all fire departments in New Jersey and New York for the parade, plus assist in setting up the details and format for this mammoth celebration.

* * *

On U.S. Women's Lacrosse Team

Warehouse Supervisor *Tom Burke's* daughter, *Karen*, is a member of the United States Women's Lacrosse touring team which is making a trip around the British Isles . . . the team is scheduled to return October 28 but may come back a little later if it accepts an invitation to play in the French National Lacrosse Tournament . . . *Karen* began playing lacrosse as a sophomore at East Stroudsburg College where she is still a student.

* * *

"Mel Allen Day" at Freehold

"Mel Allen Day" was held at Freehold Raceway last week . . . the sportscaster spent the day at the trotting track mingling with the fans . . . the highlight was the presentation of a cooler blanket to the winning horse and a trophy to the driver on behalf of Ballantine at the finish of the special "Mel Allen Feature Race" . . . "Newark Day" was also marked the same day.

* * *

Seven Retire

Seven Ballantine employees retired on September 1st . . . the new retirees are Warehousing's *James Dell Ermo*, *Albert Steeber* and *Michael Alfano*; Brewing's *Alfred Pfizenmaier* and *Harry P. Edenburg*; Engineering's *Joseph Wells* and Accounting's *Lucille McCarthy*.

* * *

Studying Music

Arlene Wysocki, daughter of bottle driver *Chester Wysocki* recently completed her second summer of music studies at the Neupauer Conservatory of Music in Philadelphia . . . she plans to continue her studies there when the fall semester begins this month . . . *Arlene* was awarded a trophy won in accordion competition at the National Championship contest held at the Commodore Hotel and the World's Fair early last month.

Mayor Activates New Display



From left are Ballantine Advertising Manager Leonard Faupel, Newark's Mayor Hugh Addonizio, and William R. Harris, Executive Vice President of United Advertising Corp.

With the flip of a switch, Mayor Hugh Addonizio of Newark, set in motion early this month Ballantine's spectacular, animated Tri-Picture display on U.S. Route 1 at the Newark Airport.

Assisting the Mayor were Advertising Manager Leonard Faupel and William R. Harris, executive vice president of United Advertising Corporation, which erected the display.

A new development in outdoor advertising, Tri-Picture permits

three changes of copy or illustration automatically at regular intervals. The display activated by Mayor Addonizio for Ballantine is actually the first such completed installation in this part of the United States.

The Ballantine display is on a painted bulletin 18 feet high and 65 feet long. The animated portion, or Tri-Picture, occupying the right side of the bulletin is 23 feet wide and 19½ feet high. It has 21 louvers that are electrically rotated to form three

faces, each rotation providing a change of message or illustration.

Across the top of the bulletin is a giant size reproduction of the Ballantine bottle, in pouring position. It is 42 feet long and 10 feet high.

As the louvers rotate, one side of the panel shows the contents of the bottle flowing into a Three Ring glass; it then changes to another side showing the glass with Ballantine's smile emblem. The third side features an optional printed message.

New Marketing Post For Mr. W. J. Archer

President John E. Farrell has announced the appointment of William J. Archer, Jr. to the newly created position of Director of Marketing Planning and Research.

In a subsequent announcement, John McMennamin was named to fill Mr. Archer's former position as Marketing Research Manager. Mr. McMennamin will report to Mr. Archer.

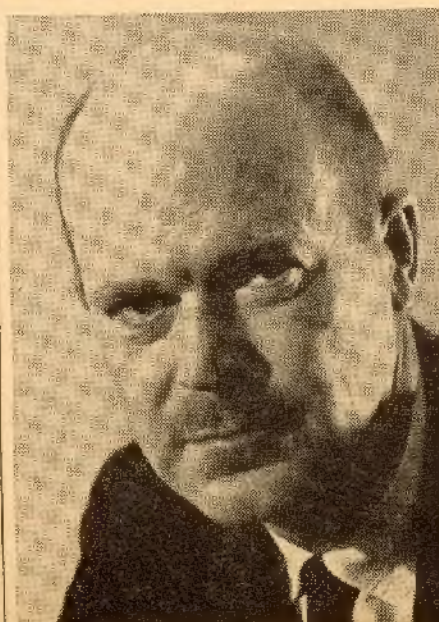
In his new position as Director of Marketing Planning and Research, Mr. Archer will have over-all responsibility both for the division headed by Mr. McMennamin and for a new division to be created which will concern itself with marketing planning for packaging, products and markets.

Mr. Farrell said, in his announce-

ment of Mr. Archer's promotion to the new post, "this is one of several actions we are taking to further strengthen our organization for the future."

Mr. Archer started his Ballantine career in July, 1954. He is a graduate of the University of Michigan and is active in a number of organizations. He is Chairman of the Market Research Advisory Committee of the United States Brewers Association.

Mr. McMennamin joined Ballantine in 1960 as a market analyst and was later appointed Supervisor of Market Analysis. While with Ballantine, he has become involved in all of the principal research, analysis, and planning activities of his department.



William J. Archer, Jr.



John McMennamin

Alice Farrow Winner of Final Caption Contest

Purchasing's Alice Farrow has been judged the first prize winner in Three Rings Newspaper's final "Tote'm Home Plenty" picture caption contest. She was awarded a \$25.00 U. S. Savings Bond.

Alice's winning lines were "No trinkets accepted, chum. Either I tote'm home plenty Ballantine Beer or you don't get Manhattan Island."

Second and third prizes of 'Tote'm Home Cooler Kegs went to Bottling's James Larkins and Delivery's John Schwab.

Jim's winning entry was "You keep junk, give us \$24 and we'll buy Ballantine Beer — Tote'm Home Plenty."

John wrote, "Sorry chief, can't let you have chest, we need it to tote'm home plenty Ballantine Beer."

The Three Rings Newspaper staff would like to express its appreciation to the many Ballantine employees, retirees, and employees' relatives who entered our series of caption contests. We hope you had as much fun entering as we did reviewing your entries.

Married

Ralph Monaco, Fairfield Branch, was married on July 25 to Melba Mavromatis at a ceremony in West Haven, Connecticut.

Margaret Lobo, Accounting, was married to Helder Deitado on August 1 at a ceremony in Newark.

Florence E. Ryan, Albany Branch, was married to George R. Sausman on September 5 at a ceremony in Stillwater, New York.

One Will Be Named Miss Sports



Here are seven of the eight finalists in the fourth annual "Senorita Deportes (Miss Sports) Ballantine" contest, selected by a panel of distinguished judges. The top winner will be chosen by votes cast by the public. More than a million and a half ballots were cast to pick last year's winner. The annual search for "Senorita Deportes", the girl who best combines beauty, talent and personality, is sponsored by Ballantine and radio station WHOM. Voting coupons are available in stores and all general outlets in New York City as well as being published in newspapers and magazines. From left are Susan Vergara, Nelsie Walker Ortiz, Sonia Rosario, Dalays Fernandez, Millie Villegas, Delia Maria Diaz and Iris DeJesus. The eighth contestant, Maria Eugenia Ayala, is not shown.

New Arrivals

Mr. and Mrs. Victor J. Fadool announce the birth of a son, Paul Clayton, in Methodist Hospital, Brooklyn. He weighed six pounds, three ounces at birth. Paul joins two sisters and a brother in the Fadool household. Dad works in New York City Bottle Sales.

Mr. and Mrs. Gerard Pendrick announce the birth of a son, Thomas Edward. The new arrival joins two brothers in the Pendrick household. Dad is a Bottler.

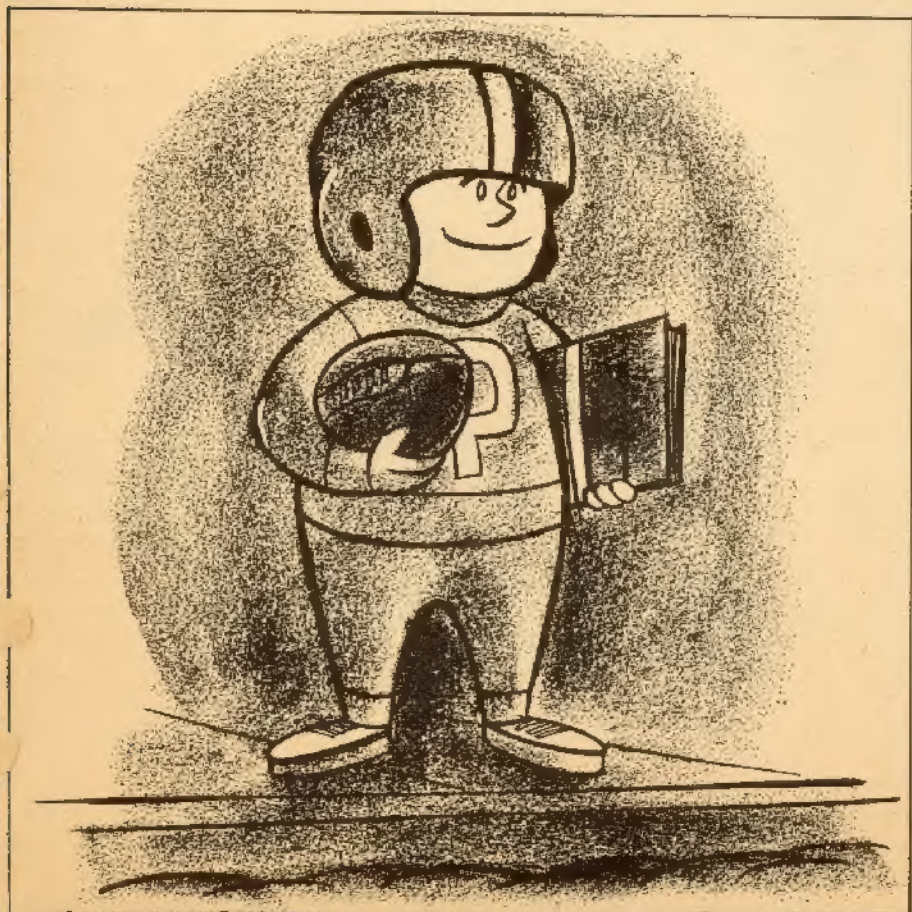
Mr. and Mrs. Harold Josephson announce the birth of a son, Daniel Timothy, in Providence Lying In Hospital, Rhode Island. The new ar-

rival weighed six pounds, one ounce. He joins a brother and a sister in the Josephson household. Dad is a salesman at our Cranston, R. I. Branch.

Mr. and Mrs. Rocco F. Votta announce the birth of a son, Rocco F. Jr., in Point Pleasant Hospital. The new arrival joins two sisters in the Votta household. Dad works in Data Processing.

Mr. and Mrs. Robert Ryan announce the birth of a daughter, Alison Mary, on July 28 in St. Vincent's Hospital, Montclair. The new arrival weighed eight pounds, nine ounces at birth. Dad works in the Warehousing Department.

SAFETY TIP



Kids like to fool on the way to school. If you're alert they won't be hurt.

INDUSTRY NEWS

Asks Tax Cut

The United States Brewers Association Newsletter reports that "Clinton M. Hester, USBA Washington Counsel, appeared before the House Ways and Means Committee to urge that the Federal excise tax rate on beer be reduced to the pre-World War II rate of \$6 per barrel.

"Pointing out that the present rate of \$9 is equivalent to 30 to 35 percent of the brewery price, Mr. Hester told the committee that the hidden manufacturers tax is pyramided as it passes through the channels of distribution resulting in prices so high that beer sales have remained at a virtual standstill over the past decade.

"Mr. Hester maintained that while beer is taxed higher than furs and jewelry, it is not a luxury. He informed the committee that following milk and coffee, beer is the most popular beverage in the country. Nevertheless, he said, its per capita consumption declined from a post-war peak of 18.4 gallons in 1947 to 15.3 in 1963.

"He also revealed that approximately 70 percent of annual consumer expenditures for beer is spent by lower and middle income families who receive about 40 percent of the income of the country. He said that a reduction in the beer tax rate would benefit many in this group more than an income tax reduction.

"Despite beer's recognition as a food beverage, the Association counsel testified, 'it is being taxed as an alcoholic beverage and, from the high rate imposed by the Federal government, it would appear that the tax is being imposed primarily to restrict consumption and secondarily to raise revenue.'

"Mr. Hester recommended that the \$1 per barrel Korean increase be permitted to expire on June 30, 1965 and that the beer tax be further reduced to \$6, the rate in effect prior to the emergency wartime increases."

CLOSE TO HOME

It is with deep regret we report the death of the following employees in recent weeks:

Hugh McCabe, Bottle Driver. Hugh started his Ballantine career in November, 1959. His brother, James, is a Bottler. Hugh lived at 265 Indiana Avenue, Iselin.

Roman Garb, Pensioner. Roman started his Ballantine career in April, 1935. He was a Bottler before his retirement in December, 1957. Roman lived at 64 Monroe Street, Garfield.

John R. Scheider, Pensioner. John, who was a Yardman before his retirement in July, 1958, was a member of the Quarter Century Club. He started his Ballantine career in July, 1933. John lived at 57 Olympic Terrace, Irvington.

Martin Flynn, Yardman. Martin started his Ballantine career in August, 1945. He lived at 173 Laurel Avenue, Union.

John Stein, Pensioner. John, a member of the Quarter Century Club, started his Ballantine career in November, 1909. He was a Bottler prior to his retirement in September, 1950. John lived at 113 Niagara Street, Newark.



Joseph Scott, left, a partner in Scott & Grauer, of Philadelphia, and Carl S. Badenhansen, right, Ballantine Vice President - Marketing, lift "Half Yards of Ale" in salute to John B. Kelly, Jr., of Philadelphia, one of three prominent Americans to be added to Ballantine's "Who Is The Ale Man?" television advertising series this year. Scott & Grauer is the Philadelphia distributor for Ballantine ale and beer. Mr. Kelly is president of John B. Kelly, Inc. of Philadelphia.

John B. Kelly, Jr. Our Newest "Ale Man"

John Brenden Kelly, Jr., of Philadelphia, one of America's distinguished amateur athletes and a leader in the contracting field, is the latest "Ale Man" to be featured on television by Ballantine.

Mr. Kelly, who is president of John B. Kelly, Inc. of Philadelphia, is one of three prominent Americans to be added to Ballantine's "Who Is The Ale Man?" television advertising series this year. The first two were Squash enthusiast Cal MacCracken, an inventor and president of his own manufacturing company, and sports car expert Bob Petersen, owner and president of the Petersen Publishing Company of Los Angeles.

The dramatic Ale Man commercial featuring "Jack" Kelly shows him at his favorite sport—sculling. The rapidly moving sequence demonstrates the rowing form Kelly achieved to win the world's sculling championship and which brought him fame as an Olympic athlete.

For 16 years, Mr. Kelly held most of the world's championships in the single sculls. As secretary and captain of the Vesper Boat Club, he is once again leading the United States rowing group to the 1964 Olympics in Tokyo. He entered the Navy as an enlisted man, served on a destroyer

as Ensign and currently is a Lieutenant j.g. in the Naval Reserve.

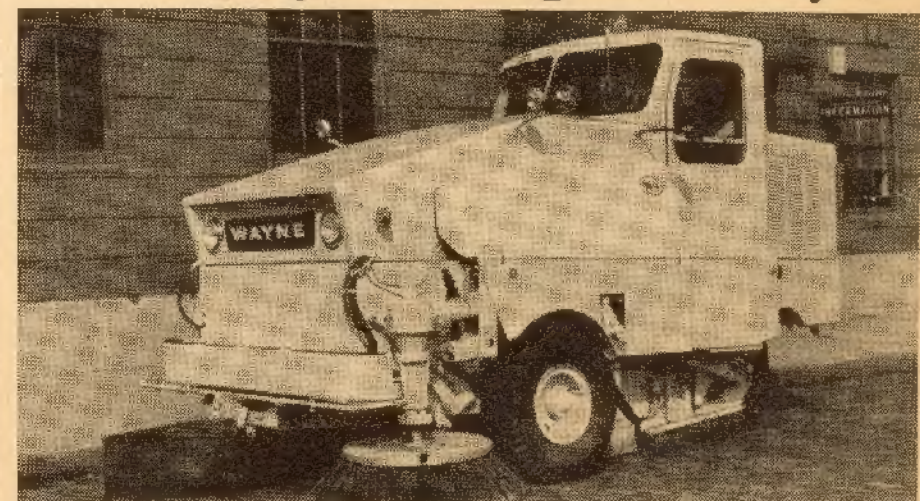
One of the most respected of all testimonial advertising, the Ballantine Ale Man must exemplify the type of person who is an outdoorsman, with youth, vigor and the spirit of adventure. In addition, he must be a man who is a leader in his business or profession who customarily drinks Ballantine Ale. Mr. Kelly fully satisfied all these requirements.

Mr. Kelly brought to his contracting business the same determination which carried him to success in the realm of sports. He served a three year apprenticeship as a bricklayer and now holds a journeyman card. In 1953, he was the winner in the Pennsylvania State Apprentice Bricklaying Contest.

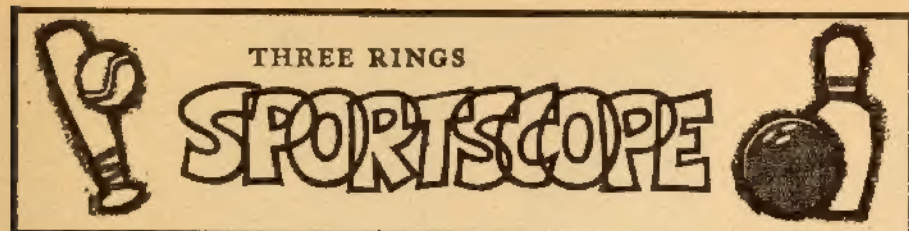
His father, the late John B. Kelly, Sr., had an equally brilliant career in sports and business.

Mr. Kelly, Jr., is a national vice-president and director of the Amateur Athletic Union and takes a prominent part in a wide-range of civic activities in Philadelphia.

Sweeping Good Neighbor Policy



The traditional cleaning of the streets in the Brewery area, an important part of Ballantine's good neighbor policy, got a needed assist this month when we put a new Wayne street sweeper in operation. The new sweeper sports a cab, complete with a heater and a fan for driver comfort and weather protection, which is a major improvement over our old equipment. The machine itself is 17 feet, eight inches long and seven feet high and has a sweeping path of 11 feet. It weighs 11,700 pounds and has a main broom and two side gutter brooms.



Cameron Shaw Named Recreation Coordinator



Cameron Shaw

Personnel Manager Ludwig E. Schueler has announced the appointment of Cameron (Cam) Shaw of Personnel to serve as Ballantine's employee Recreation Coordinator.

Mr. Schueler told Three Rings this week, "Cam will succeed Bob Geiger in the recreation post. Bob has done a wonderful job in administering our recreation program but increased responsibilities now require him to devote full attention to his position as Ballantine's Supervisor of Selection and Placement.

"Cam, of course, is no newcomer to Ballantine or the recreation program. He has been active in the Men's Bowling League for many years."

Men's League Starts New Bowling Season

Fifty teams, in six separate divisions, started action last week in the Men's Bowling League.

Last season's Company champion Supervisors squad is bowling in the Wednesday night, ten-team Extra Fine Division. The champs had a rocky opening night, dropping two out of three to the Accounting men.

By contrast, the Pipe Shop team, which has been the Supervisors' toughest competition for years, got

off to a roaring start, destroying the "Destroyers" team for three straight, and racking up a 997 game in the process. Harold Kerr was the big gun for the Pipe Shop men with a high game of 239 and a 598 series.

The league's other five divisions roll on Friday nights. Each has retained the same name as last season (Purity, Body, Flavor, Handy and Three Ring) and each is eight teams strong.

BALLANTINE BREWERS CORPS TO BE FEATURE AT GIANTS' NIGHT GAME

The Ballantine Brewers Drum and Bugle Corps, which has entertained hundreds of thousands of persons this year with its precision drills and spine-tingling music, will appear at Yankee Stadium for Ballantine on Friday evening, September 25.

The occasion will be the first New York Football Giants night game in modern gridiron history. The Giants will meet the Washington Redskins in the New Yorkers' first home game of the new season.

The drum and bugle corps, organized with Ballantine assistance last

year, makes appearances for us and also takes part in engagements on its own. So far this year the corps has performed for Ballantine in New York, Connecticut, Rhode Island and New Jersey.

The Rhode Island appearance, at a parade, drew almost 100,000 viewers and was the largest group to see the corps this season. About 46,000 were on hand to see the corps perform at the Jaycee Classic game late last month, and an even larger crowd is expected to be on hand at Yankee Stadium on the 25th.

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Plant and Branch Reporters

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Sales, Kay Reilly Huff

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Washington, Frank E. Continelli
Wethersfield, Lenore Magnell

TRADEMARK "THREE RINGS"
REG. U. S. PAT. OFF.
COPY. 1964 P. BALLANTINE & SONS

Ballantine Aids Charity Game



One of the highlights of the Jaycee Classic football game, which Ballantine helped to promote, was the half time exhibition of a mammoth check pointing out the game raised \$147,000 for New Jersey charities. From left are Jaycee Past National Director Bill Flemming, National Director Bob Zonies, State President Tilt Kurtz and Ballantine President John E. Farrell.

Fall Golf Tourney on Columbus Day

Columbus Day, Monday, October 12, has been set for the annual Ballantine Employees' Fall Golf Tournament to be held at the Valley View Golf Course in Hanover.

Deadline for tournament entries is Monday, October 5. Call Cameron Shaw in the Personnel Division on extension 380.

Features of the day will be a long drive and hole-in-one contests. Trophies will be awarded for low net and low gross scores in each of the tournament's three flights. The company will provide lunch and refreshments for the tournament participants.

A REAL WINNER



Beauty, talent and brains carried lovely Jacqueline, daughter of telephone operator Susan Molen, all the way to Long Beach, California last month as Miss New Jersey in the International Beauty Pageant. She had won the state title in finals late in July. Jacquie, who lives with her mom and brothers in East Orange, did the Garden State proud in California, finishing as one of the 15 semi-finalists in the Miss United States section of the contest. Only 20-years-old, she already has a string of beauty contest wins to her credit and is much in demand as a model.

The New Jersey Jaycees raised \$147,000 for Garden State charities as a result of the third annual Jaycee Classic Football game held late last month in Palmer Stadium, Princeton. Ballantine assisted the Jaycees in promoting the game.

In the exhibition contest, before almost 46,000 fans, the New York Giants, Eastern Division NFL champs, defeated the Philadelphia Eagles.

Ballantine was represented at the game, and in pre-game activities, in

several ways. A number of our executives, headed by President John E. Farrell, were guests at a special luncheon, and the Ballantine Brewers Drum and Bugle Corps performed on the field.

Ballantine was represented in the stands, too, as distributor and branch sales management personnel, in Princeton for a meeting on our new fall "Quarterback Club" promotion, attended the game after the session. Part of the Ballantine delegation, wearing Quarterback Club hats, is shown in the photo below.



Special Glasses On Sale



Special, hand-blown beer and ale glasses are now on sale at the employees' Three Ring Shop. The high quality glasses, at employees-only prices, come in sets of four. The 10 ounce India Pale Ale goblet, left, sells for \$2.50 a set. The 10 ounce Ale Pilsener glass, center, is \$2.75 a set, and the 16 ounce Beer Tankard sells for \$3.50 a set. All are decorated with a soft satin finish Three Ring identification. Get them while they last. Only a limited quantity is available.